

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 550302 /		<u>Alt Order #</u> 07878382
<u>Product</u> FORBES/C/R		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> 37/53/2659
<u>Advertiser</u> Forbes/R/US Congress		<u>Original Date / Revision</u> 10/03/12 / 10/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8380	<u>Advertiser Code</u> 37	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/09/12	10/14/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$220.00			
2	3	10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$220.00			
3	3	10/09/12	10/14/12	CBS This Morning	7-9a		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$140.00			
4	3	10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$140.00			
E 5	3	10/09/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$470.00			
6	3	10/14/12	10/14/12	NFL Today	Various		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$375.00			
D 7	3	10/14/12	10/14/12	NFL Football	4-8pm		:30			NM	0	\$0.00
D 8	3	10/15/12	10/15/12	Monday Prime	8-9pm		:30			NM	0	\$0.00
E 9	3	10/15/12	10/15/12	Monday Prime	9-10pm		:30			NM	1	\$3,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$3,530.00			
E 10	3	10/15/12	10/15/12	Monday Prime	10-11pm		:30			NM	1	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,940.00			
D 11	3	10/09/12	10/09/12	NCIS	8-9pm		:30			NM	0	\$0.00
D 12	3	10/09/12	10/09/12	Tuesday Prime	9-10pm		:30			NM	0	\$0.00
D 13	3	10/10/12	10/10/12	Wednesday Prime	9-10pm		:30			NM	0	\$0.00
E 14	3	10/11/12	10/11/12	Thursday Prime	8-9pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,100.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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550302 /	07878382

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	FORBES/C/R	37/53/2659

<u>Advertiser</u>	<u>Original Date / Revision</u>
Forbes/R/US Congress	10/03/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
D 15	3	10/11/12	10/11/12	Thursday Prime	9-10pm		:30			NM	0	\$0.00
E 16	3	10/14/12	10/14/12	Sunday Prime	10-11pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$1,680.00			
E 17	3	10/12/12	10/12/12	Friday Prime	9-10pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$840.00			
E 18	3	10/12/12	10/12/12	Friday Prime	10-11pm		:30			NM	1	\$2,355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$2,355.00			
19	3	10/09/12	10/14/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$395.00			
20	3	10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$395.00			
N 21	3	10/14/12	10/14/12	NFL Football	4-8pm		:30			NM	1	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$2,375.00			
N 22	3	10/13/12	10/13/12	Saturday Prime	10-11pm		:30			NM	1	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$960.00			
Totals											25	\$21,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	25	\$21,400.00	\$18,190.00
Totals	25	\$21,400.00	\$18,190.00

Signature: _____ Date: _____

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